

DELIVERABLE

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D4.5 Europeana 1914-1918 Promotional Material (II)

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P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	

Revision History

Revision	Date	Author	Organisation	Description

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. Executive Summary

This deliverable is the second relating to promotional material created by the Europeana Collections 1914-1918 project, and specifically to the production of a flyer to contextualise and inform general and academic users about the landscape of EU funded 1914-18 projects currently underway.

The deliverable is thus directly informed by the Year One review for the project.

In the review report, in section 1b), it was suggested:

It is also important to establish as soon as possible, through discussions with Europeana about thematic collections, how the 1914-1918 collections, as input to Europeana, will be made visible.

Moreover, in section 2b), we were asked to consider the following:

*In the second year, the project may need to concentrate on identifying the needs of all the target groups identified in the Description of Work to define the best way to give access to the content provided by the project and specify **the best way that this content can be made visible within the larger collection of Europeana***

Accordingly, it was agreed to develop a jointly authored and agreed leaflet to inform users of all the principal 1914-18 projects being funded by the EU, led by our Europeana Collections project under WP4. This was discussed between representatives of the three projects at the Consortium Meeting in Belgrade (October 2012), and the resulting leaflet is attached in Section 2.

2 Promotional leaflet

The leaflet is available in annexe I of this document and will be available for download through the partners' project websites.

It was agreed between the partners' in charge of the three projects:

Partners in charge:

Co-ordination: KB (EC1418-project)

Involved: BL, SPK (EC1418 project)

Julia Welter (EFG1914 project)

Ad Pollé (Europeana 1914-1918 / Europeana Foundation)

The leaflet is part of joint dissemination activities on the World War One activities around Europeana. As it has turned out to be extremely difficult for any kind of stakeholders to distinct between the three projects, their similar names, objectives and target groups, the projects' representatives have decided to face this situation by developing a joint information sheet to give overview about all the WW1 initiatives around Europeana and to briefly explain what the project's are about.

The EC1418 project has taken the initiative to co-ordinate the texting for the information sheet and to design it.

The information sheet will be distributed from now on, e.g. on WW1 related events by the representatives of each of the three projects, to support the target users – both, from the cultural heritage domain as well as the Europeana users – to distinct between the three projects and to identify the appropriate contact person for the particular case.